



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Tallapoosa, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	36.1%	Population		41,717	41,409
Rural Bypasses	16.9%	Households		17,102	17,170
Heartland Communities	15.8%	Families		11,903	11,743
Rural Resort Dwellers	13.8%	Median Age		41.4	43.2
Midlife Junction	3.8%	Median Household Income		\$35,699	\$39,373

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	59	\$1,609.38	\$27,523,588
Men's	61	\$302.86	\$5,179,435
Women's	57	\$544.80	\$9,317,211
Children's	68	\$297.47	\$5,087,313
Footwear	52	\$265.65	\$4,543,169
Watches & Jewelry	55	\$109.03	\$1,864,599
Apparel Products and Services ¹	61	\$89.57	\$1,531,861
Computer			
Computers and Hardware for Home Use	62	\$135.98	\$2,325,462
Software and Accessories for Home Use	57	\$17.02	\$291,106
Entertainment & Recreation	70	\$2,390.88	\$40,888,781
Fees and Admissions	53	\$324.20	\$5,544,457
Membership Fees for Clubs ²	56	\$88.09	\$1,506,597
Fees for Participant Sports, excl. Trips	56	\$63.27	\$1,082,048
Admission to Movie/Theatre/Opera/Ballet	50	\$75.28	\$1,287,509
Admission to Sporting Events, excl. Trips	55	\$31.77	\$543,329
Fees for Recreational Lessons	50	\$65.78	\$1,124,974
TV/Video/Sound Equipment	70	\$810.01	\$13,852,740
Community Antenna or Cable Television	75	\$498.97	\$8,533,318
Color Televisions	60	\$82.74	\$1,415,004
VCRs, Video Cameras, and DVD Players	69	\$26.74	\$457,294
Video Cassettes and DVDs	70	\$42.38	\$724,837
Video Game Hardware and Software	67	\$22.11	\$378,113
Satellite Dishes	73	\$1.12	\$19,208
Rental of Video Cassettes and DVDs	66	\$39.42	\$674,238
Sound Equipment ³	59	\$92.78	\$1,586,726
Rental and Repair of TV/Sound Equipment	65	\$3.74	\$64,002
Pets	81	\$358.25	\$6,126,826
Toys and Games	72	\$130.49	\$2,231,654
Recreational Vehicles and Fees ⁴	85	\$385.82	\$6,598,236
Sports/Recreation/Exercise Equipment ⁵	67	\$154.86	\$2,648,429
Photo Equipment and Supplies ⁶	66	\$91.21	\$1,559,863
Reading ⁷	64	\$136.04	\$2,326,576
Food	71	\$5,992.64	\$102,486,145
Food at Home	73	\$3,692.06	\$63,141,648
Bakery and Cereal Products	73	\$528.36	\$9,036,052
Meat, Poultry, Fish, and Eggs	75	\$991.86	\$16,962,758
Dairy Products	73	\$404.58	\$6,919,077
Fruit and Vegetables	68	\$598.65	\$10,238,066
Snacks and Other Food at Home ⁸	75	\$1,168.62	\$19,985,695
Food Away from Home	68	\$2,300.58	\$39,344,497
Alcoholic Beverages	61	\$379.62	\$6,492,224
Nonalcoholic Beverages at Home	77	\$336.86	\$5,760,988



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	42	\$620.26	\$10,607,640
Vehicle Loans	82	\$5,069.19	\$86,693,318
Health			
Nonprescription Drugs	80	\$96.88	\$1,656,767
Prescription Drugs	95	\$547.54	\$9,363,956
Eyeglasses and Contact Lenses	74	\$61.45	\$1,050,937
Home			
Mortgage Payment and Basics ⁹	59	\$5,163.80	\$88,311,291
Maintenance and Remodeling Services	62	\$1,218.00	\$20,830,160
Maintenance and Remodeling Materials ¹⁰	82	\$308.77	\$5,280,512
Utilities, Fuel, and Public Services	76	\$3,320.62	\$56,789,167
Household Furnishings and Equipment			
Household Textiles ¹¹	63	\$88.20	\$1,508,404
Furniture	59	\$380.92	\$6,514,483
Floor Coverings	57	\$51.21	\$875,709
Major Appliances ¹²	76	\$223.28	\$3,818,565
Housewares ¹³	65	\$67.86	\$1,160,597
Small Appliances	74	\$27.15	\$464,321
Luggage	51	\$5.23	\$89,395
Telephones and Accessories	62	\$29.71	\$508,056
Household Operations			
Child Care	50	\$210.45	\$3,599,172
Lawn and Garden ¹⁴	86	\$386.70	\$6,613,418
Moving/Storage/Freight Express	60	\$32.30	\$552,405
Housekeeping Supplies ¹⁵	76	\$585.33	\$10,010,270
Insurance			
Owners and Renters Insurance	80	\$380.95	\$6,514,962
Vehicle Insurance	73	\$1,071.34	\$18,322,022
Life/Other Insurance	77	\$491.43	\$8,404,430
Health Insurance	83	\$1,641.32	\$28,069,878
Personal Care Products ¹⁶	70	\$330.88	\$5,658,775
School Books and Supplies ¹⁷	65	\$78.41	\$1,341,034
Smoking Products	89	\$430.48	\$7,362,154
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	81	\$4,638.45	\$79,326,796
Gasoline and Motor Oil	82	\$1,669.50	\$28,551,822
Vehicle Maintenance and Repairs	71	\$753.88	\$12,892,808
Travel			
Airline Fares	53	\$214.55	\$3,669,288
Lodging on Trips	62	\$253.60	\$4,337,104
Auto/Truck/Van Rental on Trips	48	\$21.09	\$360,725
Food and Drink on Trips	64	\$300.55	\$5,139,953

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.